

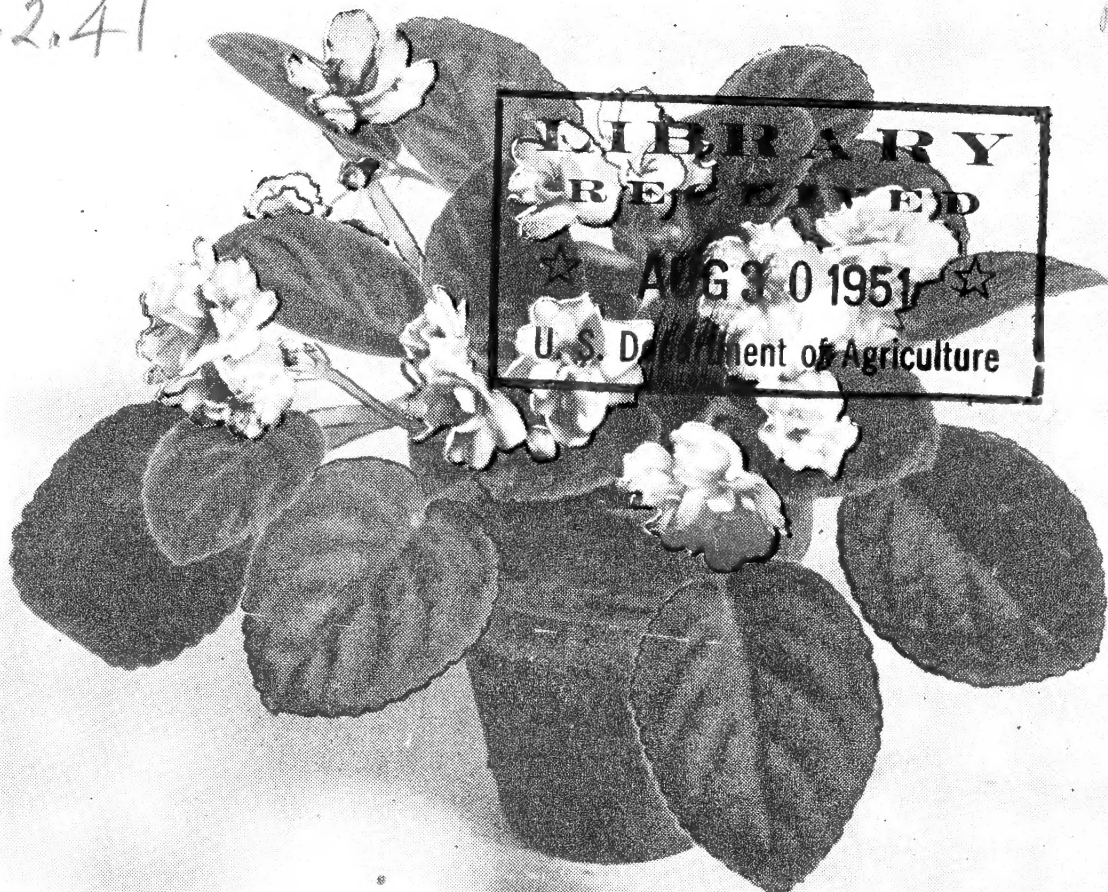
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Do not assume content reflects current scientific knowledge, policies, or practices.



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DOUBLE FLOWERING AZURE BEAUTY     \$3.25

# *Fall Catalog - 1951*

MRS. JENNIE SPOUTZ

34365 MORAVIAN DRIVE, FRASER, MICH.

Quality Plants     .     .     .     Quality Packing     .     .     .     Prices That Please

# **SPOUTZ**

## **AFRICAN VIOLETS**



Dear Homemaker:

Fall, 1951

Won't you take a moment and do me a big favor—it will take you so little time, and yet will mean so much to you, all winter long.

I'd like to perk up your indoor windowsill garden this Fall. As you turn the pages of this wee catalog, I want you to imagine how nice and cheery your kitchen will be with just one or two of my good plants. What a joy it will be to watch the new blossoms unfold.

We all take pride in keeping our home "friendly" and everyone knows that all "green thumbs" are just plain home folks when it comes to swapping advice and talking about plants. Haven't you noticed that if you have "a pink one" it doesn't take long before you acquire a leaf or two of another variety? That's the easiest way to start a collection, and right there is where I would like to make your acquaintance.

I specialize in African Violets. The GOOD ones. Varieties that are outstanding as a result of years of cross hybridization of the better kinds. New color combinations and unusual foliage—brand new double-flowering varieties are the latest thing in African Violets nowadays.

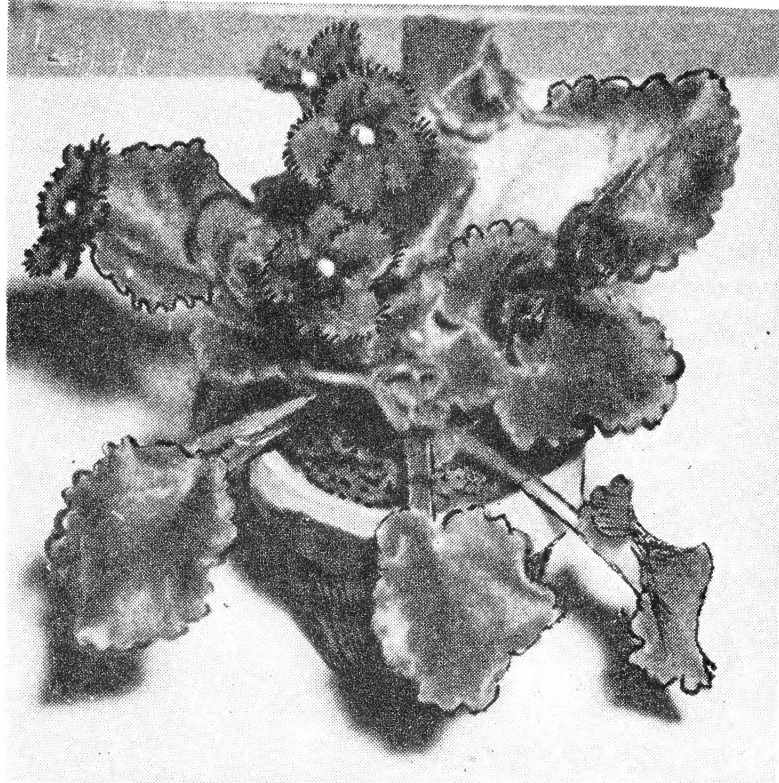
Just think how nice it will be when the snow flies, to have a new violet or two, to add to the enjoyment of your home. But you must act now! Plants cannot be mailed during freezing temperatures. Our Fall shipping season depends on the weather, which changes so quickly! May I look forward to your order—today?

Sincerely, *Jennie*

# *Lacy Girl*

**\$3.25**

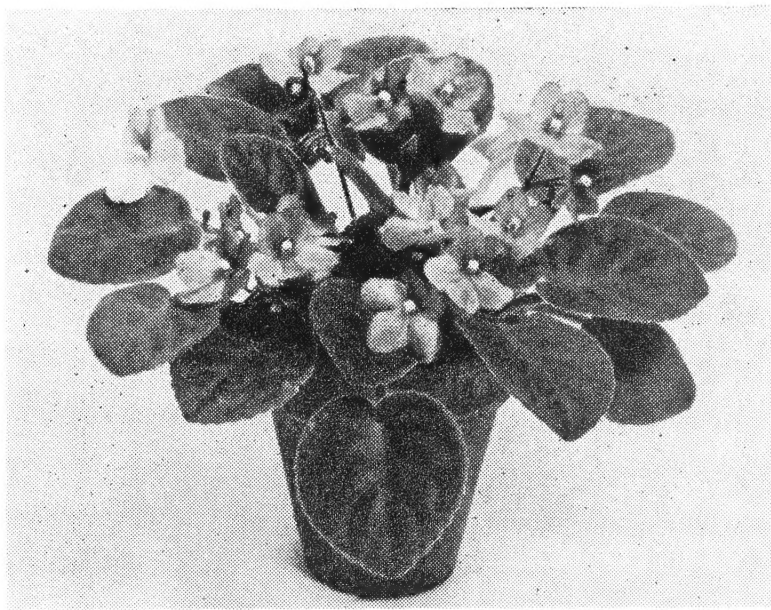
- \*Fringed petals
- \*Dependable
- \*Darkest purple



This is **LACY GIRL**, the prize-winning variety of 1951 that has really set a record that is hard to beat!

Never before has any variety been the **BEST SELLER** in the same season it was introduced! The picture in our Spring 1951 catalog was so blurred that customers were guided only by my accurate description. The photograph above does not completely do this plant justice because it had been used for hybridizing (if you look closely you can see the seed pods). Some of the most beautiful leaves had been removed for propagation, too. In spite of all these handicaps in giving it the proper presentation, Lacy Girl is now proudly established in the collections of both beginners and serious collectors.

**WORD PICTURE:** Long lasting flowers, darkest velvety purple, almost perfectly round, of giant size and heavy substance, with each petal so rippled and frilled it gives the impression of a fuzzy rick-rack fringe. Foliage remains compact, is gently waved, yet strong and husky.



## *Red King*

**\$2.50**

- \*Deepest red so far*
- \*Holds its color*
- \*A profuse bloomer*

We have tested and compared Red King extensively and it certainly out-distances all others in this color class, from my way of judging. The picture above bears out my statement. A robust plant that will reward you by increasing quickly, yet always remaining neat and compact. Easy to bloom, always six or more buds and flowers per stalk, held well above the foliage.

Red King holds its color evenly (but it's not a true crimson-red of course), a smooth jewel-like garnet-claret to wine shade, with no markings to mar its beauty. Young plants are covered with flowers. Truly an aristocratic thing and the BEST of all "reds."

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We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older which have stood the test of time, and priced lower. You can rely on our descriptions!

Nov. 26, 1950: "I'm glad I sent in my order soon as your catalog arrived. Your packing was just grand, and my plants arrived before the snow. They were so nice and fresh that my neighbors would hardly believe they came from such a distance" . . . Mrs. S.K.A., Missouri

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### **BLUE HEIRESS (brilliant blue) \$3.00**

Blue Heiress is a seedling hybrid that proved most outstanding. A seedling must be something special before it is named . . . introduced. Read what we have to say about BLUE HEIRESS on pages 11 and 21!

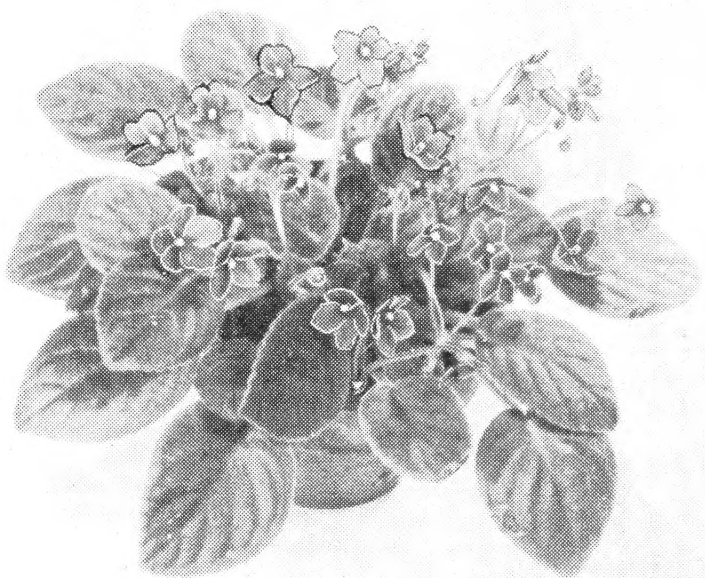
### **PAINTED GIRL**

**\$3.00**

(white and orchid)

A white centered flower with a bright orchid band that sometimes extends to the middle of the flower, thereby causing the star effect. This new hybrid will flower mostly with the heavy banded border and clean white center, but blossoms do vary "banded and star-like" at the same time while it's blooming . . . it surely is exciting to watch each bud open up!





### **MENTOR BOY \$1.25**

Velvety dark reddish-purple, and should be in every collection.

African Violet enthusiasts like the girl-type foliage because plants remain compact when mature, very popular for window-sill gardening. White Girl has pale green foliage, definitely scalloped. Newly opened blossoms may have a light penciling of lavender, right in the center, fading to clean white as the flower matures.

### **WHITE GIRL \$2.50**



Mentor Boy is an older variety that has stood the test of time. Priced low and recommended as a fine choice for an economical and dependable plant, profuse bloomer, easy to grow.



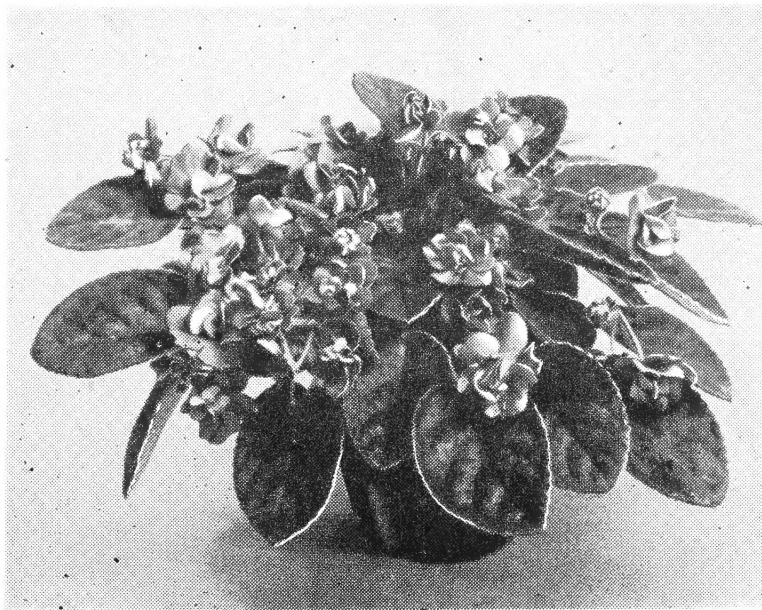
## **ORCHID WONDER \$2.50**

It's a giant-sized rich orchid flower that grows bigger than a Silver Dollar! Notice the intense coloring in the center of the flowers.

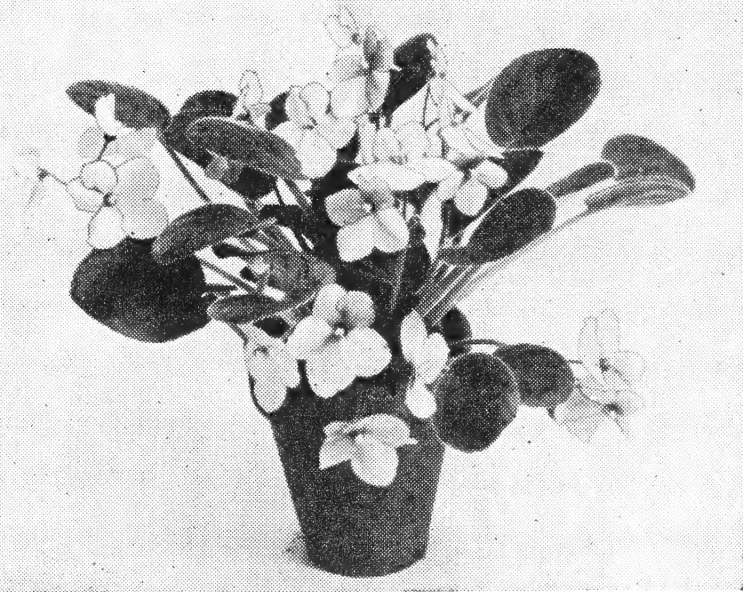
Orchid Wonder will always have 9 or more buds on well-branched stems. Don't be a Doubting Thomas, but prove to yourself TODAY that these new varieties are really superior!



The beginner starting this hobby of growing African Violets will be pleased with double Queen Neptune. There are so many large sized double flowers, of dark blue, that it may be difficult to tell where each blossom star. Queen Neptune has beautiful dark green quilted foliage, and will surely win admiration for unusual blossoms of peerless beauty. Blue-white petaloids in the center, and occasionally there is a bright golden stamens in the center, to intensify the coloring! Queen Neptune is one of the parents of those brand new doubles by Ulery's!



**QUEEN NEPTUNE — \$2.50**



## **LAVENDER BEAUTY**

**\$2.25**

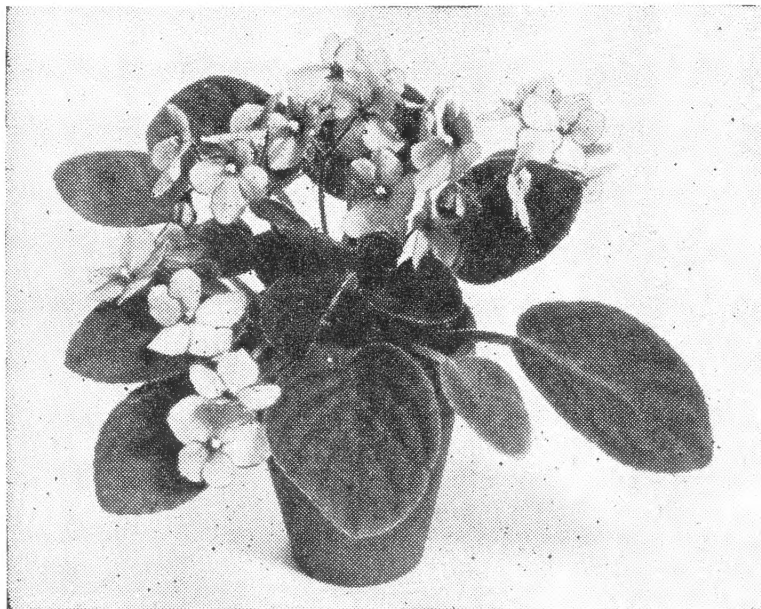
Smooth silvery mauve whose outstanding qualities are the fresh purity of tone and melting softness of color. Extra large sized flowers and easy to grow. Established in many collections and customers

report that it's their favorite light toned African Violet. Will be in my catalog for many years.

**VIOLET BEAUTY** was introduced in 1950 also, and possesses an individuality all its own. Such a different color, a luscious light pastel lilac-blue shade, without markings. Robust grower with firm tailored foliage and a profuse bloomer too, large flowers nicely rounded, quietly beautiful. We receive many orders from enthusiasts who have seen it in bloom in other collections, and who want one for themselves.

## **VIOLET BEAUTY**

**\$2.25**



**Brand New  
Introduction!**

*Velvet  
Girl*

(2-tone red)

**\$3.00**



The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean-cut and adorable and a very good bloomer, with outstanding fluted foliage.

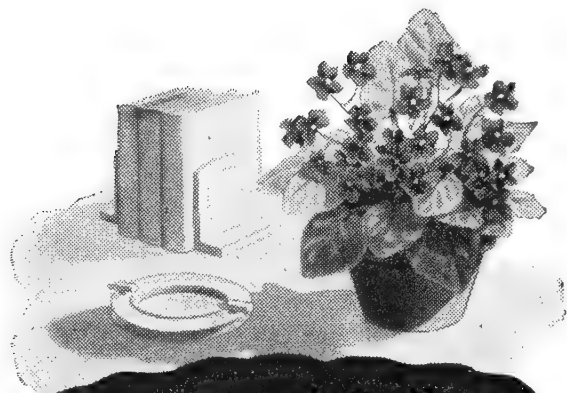
The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow—lots of flowers.

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African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please! All prices are "postpaid."

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## African Violets

LIVING COLOR FOR YOUR ROOMS!

MRS. JENNIE SPOUTZ'

HIGH QUALITY  
PLANTS

*Varieties*

for

*Beginners and  
Collectors*

ALL PRICES ARE POSTPAID

**AZURE BEAUTY:** Pictured on the Front Cover. Sparkling white fluffy double blossoms of wax-like substance, center petals shaded with light blue, and with bright golden stamens, reminding you of summer skies and billowing clouds on a sunny day. Extra large flowers. Profuse bloomer! An unusual color break with flowers classed as "white". All flowers open up widely, all buds will mature. **\$3.25**

**BI-COLOR:** A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale lavender coloring of the rest of the blossom. It's easy to grow, too. **\$1.25**

**BLACK BEAUTY:** The flowers are so vivid and alive, intensely colored reddish purple of even tone with a rich velvety surface. Black Beauty is a "supreme" of Mentor Boy and the same color, but, oh! what startling big flowers on heavy stalks held high above the foliage! **\$2.25**

**BLUE GIRL:** The heart shaped leaves are so lady-like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem that you should select this one as your darkest blue-violet variety. **\$1.25**

**BLUE EYED BEAUTY:** Giant-sized white flowers with a light porcelain blue-lavender overlay at the edges of the petals and encircling the bright yellow eye. The flowers are barely covered by a silver dollar, it's a heavy bloomer with many buds held high above white-stemmed foliage. The jewel-like designs cannot be shown accurately by photographs but violets like this have real personality! **\$2.50**

**BLUE HEIRESS:** Brilliant blue DuPont seedling with girl-type foliage and superior habits. Heavily scalloped foliage on strong stems and especially hardy. Has many giant-sized flowers of heavy substance, a profuse bloomer with lots of color! The DuPont strain is known for big flowers and will quickly grow to prize-winning size. See Page 5. **\$3.00**

**BLUE WARRIOR:** Bold and manly in appearance, a lusty grower possessing magnificent leathery foliage and quickly broadening into specimen-sized plant. Blooms profusely, flowers are bright blue, bigger than average size. Leaf: Darkest forest green and reddish underneath. **\$1.25**

**DuPONT LIGHT BLUE:** Classed as a light baby blue of heavy substance and very smooth coloring, a wee bit deeper in the center. It grows slowly because of Supreme-type nature but it stands unmatched for size, beauty, texture and distinguishing foliage. Pictured Page 20. **\$2.25**

**LACY GIRL:** This is the violet with the fringed petals that is pictured on page 3. Long lasting flowers of darkest velvety purple, almost perfectly round, grow to giant size and have a very heavy substance. Each petal is so rippled and frilled that it gives the impression of a fuzzy rick-rack fringe. Foliage remains compact, is gently waved, yet strong and husky for Lacy Girl has "Supreme"-type characteristics. A best seller and sure to break all records again! **\$3.25**

**LADY GENEVA:** You won't have to look twice to notice the white edge bordering the midnight blue flower. Very unusual and temperamental by admitting it's shocked when transplanted by sometimes withholding a white edge, but comes true when established. **\$2.00**

**LAVENDER BEAUTY:** One of the new hybrid series with widely opened flowers on well-branched stems that have brought great size and color to edge out many old-fashioned kinds we used to sell. Exquisite fresh silvery mauve, melting softness of color—will be a classic for years. Easy to grow, big flowers, and many of them. See page 8. **\$2.25**

**MENTOR BOY:** Flowers of a pleasing reddish purple, and entirely distinct from all others in the beginner's class. The blossoms reflect handsomely in the sunlight and you will receive many compliments on the size of each flower. A dependable free-blooming variety, shown on page 6. **\$1.25**

**ORCHID SUNSET:** A new introduction this season! And what pretty double flowers! Color is wine to dark orchid and very full. Foliage is smooth and tailored, medium green. Every bud will mature to a large flower, same as Queen Neptune does, for it's one of the parents. With such a background, it's sure to be a success. **\$3.25**

**ORCHID WONDER:** Has been in the best seller class since its introduction and a "must" in any collection. These richly colored flowers of silver dollar size will prove to all serious houseplant enthusiasts that African Violets have made the most startling advances in recent years. Upper two petals are deep orchid and the lower 3 petals are much lighter. Color is more intense around the stamens. Easy to grow, a profuse bloomer, pictured on page 7. **\$2.50**



**PAINTED GIRL:** White centered flower with bright orchid band that sometimes extends to the middle . . . please turn to Page 5! Clean color combination, very lively and brand new. Lots of good sized flowers mostly with a wide banded edge, though some may be star-like. **\$3.00**

**PINK BEAUTY:** A true apple-blossom pink that blooms easily and looks nice amongst your other varieties. Neat green foliage. An excellent beginner's variety, priced green foliage. An excellent beginner's variety. **\$1.25**

**PINK GIRL:** A newer pink variety for collectors of girl-type foliage, neat rosette growing habit. Bright pink flowers. The individual flowers show off beautifully above the fluted leaves, and many buy this one for "a gift" for a friend. **\$2.00**

**QUEEN NEPTUNE:** Double-flowered dark blue, with deeply spooned dark green leaves, heavily quilted. Queen Neptune is a parent of this brand new light-colored doubles, and is still the leader of the dark blues. Large-sized fully double flowers, formed perfectly, and smaller blue-white petaloids in the center. Reverse of the petals is silvery-white. The mature flowers do not drop off, but remain in fine condition for a long time. Pictured on page 7. **\$2.50**

**RED KING:** Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for unusual color and perfect growing habit. Always 6 or more buds on every flower stalk. Very aristocratic and the BEST of the "reds". Red King does not fade, is best grown in a sunny window, and is at the height of its beauty in a blue Wikfed flower pot. See page 4 for the photograph. **\$2.50**

**ROSE MARIE:** Positively a true rose color, no suggestion of blue in the flower, and it even has a rose-colored pistil. A new hybrid seedling with the upper two petals a bit deeper than the lower 3, but the overall tone is DEFINITELY ROSE. Flowers as large as a 50c piece, with stems of deep wine. Smooth tailored foliage, very dark and lightly quilted, with a reddish reverse. Very stunning alongside a blue. **\$3.00**

**SAILOR'S DELIGHT:** Brand new double! A light blue yet so vivid and vibrant. Remarkable for the size of flowers and velvety finish! Widely opened blossoms of delicate coloring and an A-1 performer that blooms profusely. A strong grower, with flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently rippled. Sailor's Delight has very large sized blossoms of velvety finish, and is pictured on the back cover. **\$3.25**

**SAILOR GIRL:** If you are looking for a friendly plant, with many virtues, buy Sailor Girl, the single-flowered light blue that has been one of my favorites. **\$1.50**

**SNOW PRINCE:** Absolutely pure white flowers that are full, round and honestly bigger than a Silver Dollar! Well-branched stems always carry many flowers and buds. If you have had trouble growing the pure white ones, we guarantee that Snow Prince will give you new confidence! **\$2.75**

**THE OHIO GIANT** (Ulery's Orchid Velvet): A loud blend of light and dark lilac-wine, exactly like the color ink used in my Spring 1951 catalog if you have it handy. Plush-like intense coloring extends into the upper petals and shows a pencil line darkness at the outside petal edges. Supreme-sized flowers, well branched! A real OHIO GIANT. **\$2.75**

**ULERY'S BLUE WONDER:** NEW! A really striking marbleized flower in white and brilliant marine blue. The coloring is more intense in the center and a real innovation, to be admired close-up because the marbleized tones carry as "blue-lavender" from afar! Really new and different with a chance at the title "Heaviest Bloomer"! Foliage has white stems, is pure white underneath, light green on top. **\$3.00**

**VELVET GIRL:** NEW! It's pictured on page 9 and something new in red-tone combination. This captivating pansy-like flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich orchid-red in tone, with a permanent red-garnet edging at the outside tip. The two upper petals are solid velvety dark red-garnet, and it does not fade out a bit. A profuse bloomer. **\$3.00**

**VIOLET BEAUTY:** Not a dark flower but a pastel lavender-blue is about right, and the foliage and flowers are both larger in size than most varieties. Many widely opened blossoms at a time. Violet Beauty has won the praise of experienced growers for its novel color. Pictured Page 8. **\$2.25**

**WHITE GIRL:** Sometimes has dainty lavender markings which vary somewhat in degree, and which may be more noticeable at the edges of the petals. Almost always matures to pure white, but each flower may be different! The girl-type varieties always remain compact, so this is a nice one for your windowsill garden. Lots of flowers. Page 6. **\$2.50**

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## **AFRICAN VIOLET SUPPLIES**

Special Potting Soil: one 2-1/2# pkg. @ \$1.00 2 pkgs. (5#) @ \$1.75 SEE PAGE 16

Pokon Plant Food: Imported from Holland—Assorted sizes, see PAGE 16.

Wik-Fed Plastic Flower Pots: Many colors, 2 sizes. SEE PAGE 16.

Two Special Books on African Violets: 1 @ \$1.35, 1 at \$1.75—SEE PAGE 19.

Bexley Miniature Greenhouse: Roots your leaf cuttings quicker. SEE PAGE 19.

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## AFRICAN VIOLET POTTING SOIL

A quality tested product that is mixed just for African Violets. Makes them grow and bloom profusely. Packaged in moisture-proof plastic bags to keep from drying out, till used. Steam-sterilized too! For the protection of your plants, do not add a thing to this soil, composed of leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, vermiculite, and a few wee stones essential for proper drainage. Keep some handy!  
Price:



- 1 package (2½ #) for \$1.00 postpaid  
2 pkgs. -- (5 #) for \$1.75 postpaid

## POKON PLANT FOOD

16 - 21 - 27

"World's Richest Plant Food"



This concentrated plant food (the standard fertilizer of Holland for 50 years) replaces whatever you've been using, for the wee crystals dissolve INSTANTLY in water!

Its high quality has been approved by my customers who have been buying it from me regularly. I've received my shipment again from Holland, am ready to mail Pokon to you promptly.

Just dissolve one teaspoonful in a quart of water, apply directly to the soil—very economical too! Pokon does not contain chloride, or any filler, so this solution will not injure roots even in direct contact.

Pokon prices with any order		without order	
\$ .25 size	----- \$ .25	\$ .25 plus 20c mail charge=	45c
\$ .60 size	----- .60	\$ .60 plus 20c mail charge=	80c
\$1.00 size	----- 1.00	\$1.00 plus 20c mail charge=	\$1.20



## UNBREAKABLE FLOWER POTS

. . . made of  
**unbreakable plastic!**

Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills, no chance for staining. Based on a principle that takes all the guess work out of "how often should I water my violets?" because you fill the base with water WHEN THE WICK IS DRY! Every 10 days.

Glamourize your window garden with these new last-a-lifetime Wik-Fed Flower Pots. They come in modest kitchen-y colors:

Marbelized blue, yellow, green, red, ivory, bronze, pink, and lavender-gray. All with a highly polished black base, equipped with the wick that gives your plants a constant supply of water.

	Each	Per 3	Per 6	Per 12
Regular Size	----- \$1.25	\$3.50	\$6.50	\$12.00
Extra-Large Size	----- 1.60	4.50	8.50	16.00

# ORDER BLANK

**MRS. JENNIE SPOUTZ**  
34365 Moravian Drive  
Fraser, Michigan

Ship to \_\_\_\_\_

Address \_\_\_\_\_

City-State \_\_\_\_\_

**TEAR OFF--AND MAIL TODAY!**

[illegible]

# **"RECOLLECTION OF QUALITY REMAINS LONG AFTER PRICE IS FORGOTTEN"**

***So Our Policy Is . . .***

**YOU BE THE JUDGE OF VALUE — WE ARE ANXIOUS TO PLEASE**

**GROWING** instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation (by division, by leaf cuttings; how to save a plant that has been damaged; information on containers, watering, fertilizing. You don't need a green thumb, just a few rules!

**DURING** freezing weather we acknowledge orders for plants and will make shipment **EARLY SPRING** when temperature in Detroit is above 40°. We guarantee **SAFE ARRIVAL** so your money is safe with us, but we urge you to

**ORDER EARLY** because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

**OUR CATALOG** is sent regularly to customers on record.

**EVERYTHING** is priced **POSTPAID** to your door (no C. O. D.).

**ALL PLANTS** are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants . . . send your catalog to

1. \_\_\_\_\_

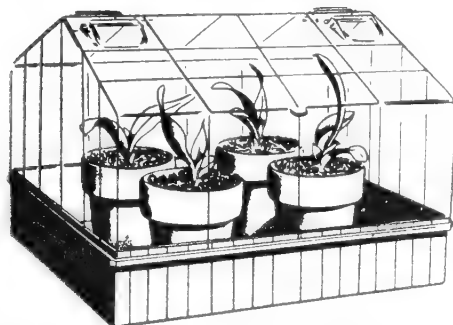
2. \_\_\_\_\_

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No matter what your selection, you are assured of  
Quality Plants and Quality Packing.



# "BEXLEY"



## MINIATURE GREENHOUSE

\$2.75 Postpaid

2 for \$5.00

At Last! What you've always wanted—a precision built miniature greenhouse equipped with four vents and an easy-opening hinged door in the roof!

It's fun to start your own prize-winning plants from leaf cuttings, in this feather-light BEXLEY greenhouse. Roots develop quickly thru controlled moisture and venti-

lation; you'll grow more multiple-crowned plants from rare varieties. The BEXLEY makes your profitable hobby even more enjoyable by providing no limit to the number of plants you can grow.

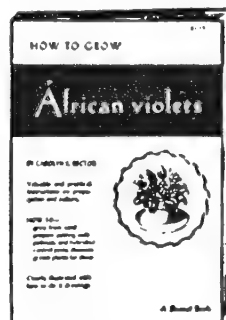
How It's Made: Clear glasslike plastic top is 4" high, rests on a detachable 8" x 6" base which is 1½" deep. Fill the base with half-sand and half-peat, moisten well, then WATCH your "green thumb" hothouse grow your cuttings in half the time!

## "HOW TO GROW AFRICAN VIOLETS"

By Carolyn Rector . . . \$1.35 Postpaid

Here's the Book for you! Chapter 2 starts off with "Let us say that an African Violet addict offers you a leaf, and . . ." Chapter 3 commences "So now your leaves have rooted nicely," . . . and this Book carries you right along neighborly-like too) to Chapter 14 on "Grooming Plants for the Show Room." Mrs. Rector wrote this book from her own experiences on African Violets, under home conditions. Filled with money saving suggestions, and WELL ILLUSTRATED!

If you have even one plant, you need this book for the easy-to-follow chapter on how to "cross" it and grow your own seed to its first bloom!

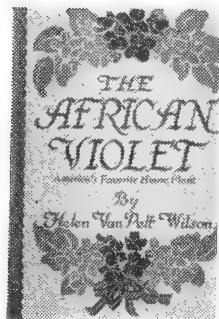


## "THE AFRICAN VIOLET" \$2.75

By HELEN VAN PELT WILSON

If you are fascinated by this popular darling of window-sill gardening, you will welcome "THE AFRICAN VIOLET," 198-page comprehensive guide to year-round bloom. Many valuable illustrations on methods of propagation, tells how to select best parent varieties for high quality seed crosses in hybridizing; includes complete care and culture from leaf cutting to prize-winning specimens.

Postpaid





DuPONT LIGHT BLUE      \$2.25

## *For New Customers !*

*You may have wondered  
how we pack your plants  
so they arrive without  
breaking.*

Our African Violets are sent with a ball of good earth around the roots. A generous amount of well-dampened sphagnum moss is wrapped around the soil, and then enclosed in heavily waxed paper and tied. Next, it must be anchored firmly to avoid shifting within the box and to prevent the succulent leaves from becoming bruised, so we use corrugated padding for this.

We'll welcome your trial order—large or small. Our plants are sent "postpaid" at the prices quoted. We guarantee our merchandise to please you or we want you to return within 10 days any damaged stock so that replacement can be made without delay. Our honest guarantee that we will make things right allows you to be the judge of value.

"I heard you had to spray them, what do you suggest" is what a few ladies have written us. And I always reply "what are you trying to catch!" Because almost everyone knows that the African Violet is just about the cleanest pest-free plant for window-sill gardening.

There is an important difference between ordinary and "supreme" type varieties that should be explained here. "Supreme-type" varieties like Black Beauty, DuPont Light Blue, Lacy Girl, and The Ohio Giant grow more slowly, are difficult to pack because the extra heavy type foliage and brittle stems just won't bend, so these varieties are smaller sized plants than regularly shipped, require a bit more attention. When fully grown, however, they will receive many astonished and envious compliments for strong husky appearance and grandiose flower stalks . . . makes for wonderful conversation. Neighbors will beg for your secret and ask "how do you make them **BLOOM** like that!"

## **Here Is the Newest Thing in Saintpaulias:**

One of the greatest thrills of collecting African Violets comes from the addition of an exceptionally choice variety. We are very proud to offer six outstanding introductions by Ulery's of Ohio: the result of years of cross hybridization! The new doubles are bred to a state of perfection not thought possible a few years ago and represent the latest advancement of flower breeding.

I selected these exquisite creations as the BEST of many new varieties displayed by Ulery's at the African Violet Convention held in Dayton in 1951, and they're magnificent!

**AZURE BEAUTY:** Sparkling white fluffy double blossoms of wax-like substance with center petals in blue. Reminds you of summer skies and billowing clouds on a sunny day (most of the flowers have the yellow stamens). Extra large flowers and so many of them! A perfectly remarkable color combination.

**BLUE HEIRESS:** Brilliant blue DuPont seedling with "Girl" foliage and superior habits. Heavily scalloped foliage, giant-sized flowers of intense coloring, a profuse bloomer.

**ORCHID SUNSET:** Queen Neptune was one of the parents of this new wine-orchid double, so it's sure to be a success! Long-lasting fully double flowers. Tailored foliage.

**SAILOR'S DELIGHT:** It's not enough to say just "double Sailor Girl" for here's a variety that is remarkable for flowers and velvety finish—a light blue yet so vivid and vibrant! Widely opened blossoms on strong stems, an A-1 performer. Blooms profusely, scalloped foliage. Be the first in your neighborhood to own this exquisite gem!

**ULERY'S BLUE WONDER:** A really fancy blend that is unique blue over white, because its intense coloration and design makes it so individual. Seems as if there were solidly painted stripes like the markings of a butterfly's wing, to be admired close-up. For sharpest marbelizing put it in your sunniest window.

**VELVET GIRL:** Look at the two pansy-like blossoms on Page 9, which will tell more than words can describe. Velvety red over rich orchid bicolor.

# *It is Easy to Grow African Violets*

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

I wish I could convince everyone that my healthy plants, plus a Wik-fed pot, a window, and my good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you need to keep your plants looking nice. They need some sunlight. Our spongy potting soil holds the moisture, and the plastic pot theory keeps it well distributed.

If you mix your own soil take: 4 parts good garden soil, 4 parts rich woods earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure. You'll have to sterilize by baking this one hour at 250° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!

Now look for a pot that is in proportion to the plant, too much pot detracts from the beauty of your plant. The Wik-fed pots allow for proper drainage, or select any kind with a hole or two in the bottom. Our customers report that Pokon Plant Food enriches the color of your foliage, increases the size of the flowers and generally increases the loveliness of your violets.

Don't spill hot or cold water on the foliage as this will spoil the appearance by causing brown markings. These plants originated in Africa, so they appreciate warm temperatures. Of course, you wouldn't want them to die with sunstroke by allowing the hot sun to shine directly upon them thru a plate glass window.

Now if you have some old gnarled plants that just don't look right to you, firmly resolve to throw them out and start anew! Coddling a weak specimen on your limited windowsill just isn't worth it, when you recall how many nice healthy plants are anxious for a spot to show appreciation by dutifully rewarding you with flowers. Give them room to be graceful, don't separate plants that are blooming lest you knock off the flowers; and don't let me frighten you, they're easy to grow!

Have we aroused your interest in African Violets? We do enjoy issuing this little catalog and hope you will join our many customers in this fascinating hobby. Though it is not a difficult plant to grow, some enthusiasts consider it a challenge to take non-blooming specimens from friends and return it a little later filled with buds and blossoms!

We include **GROWING INSTRUCTIONS** with all orders. This 4-page booklet covers just about everything in the ordinary care of this houseplant. Perhaps you have a friend who is having trouble with her plants? Just send us a stamped addressed envelope and ask for these Instructions. I'm sure it will be helpful. Why not share your enjoyment of this catalog with her, by sending us her address, we will place her on our mailing list.

To our old customers who have noticed the change of address, our next catalog will have a nice map and our friends are most welcome.

### ... Guarantee ...

Dear Customer:

We were glad to pack your order and hope you are pleased. Everything in this box is guaranteed to arrive in fine condition and if it isn't, please return promptly. This offer expires in 10 days.

My African Violets will grow and bloom for you. Just keep the Growing Instructions handy in your catalog. Remember, I'm anxious to please and ready to help, because your collection is very important to me.

Sincerely, JENNIE.



SAILOR'S DELIGHT

## SAILOR'S DELIGHT

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Brand New  
Double-Flowering  
Light Blue

*One of ULERY'S Best*

Every bud unfolds a beautiful shade of light blue, and grows to great size. Blossoms sparkle as if sprinkled with silver. A must in any collection.



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